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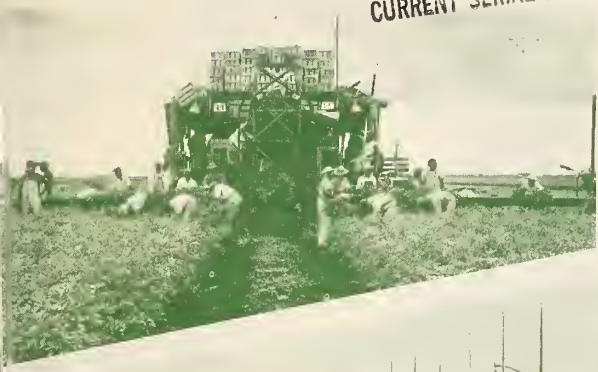

The Market News Service on FRUITS and VEGETABLES

U.S. DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
FRUIT and VEGETABLE DIVISION
Washington 25, D.C.

AMS-99 (Revised March 1963)

The Market News Service on
FRUITS and VEGETABLES

What is market news?

Market news is simply an exchange of information on fruit and vegetable supplies, demand, and prices, between growers, shippers, wholesalers and others in the produce industry.

This information is gathered by skilled market reporters and flashed to all parts of the country over a nationwide teletype system provided by the United States Department of Agriculture and the State Departments of Agriculture.

What it means to you

Market news reporters serve as the "eyes and ears" of the produce industry. The information they gather can help you make your marketing decisions.

Market news reports give you information on supplies, one of the basic factors that determines what you get for your produce. The reports describe the demand for your produce, and tell you what prices are being paid, so you can evaluate your own pricing.

Kinds of Market News Reports

Terminal Market reports--are issued covering 23 of the largest cities in the country. The reports record both rail and truck receipts in each metropolitan area. Prices received by wholesalers are reported for all commodities traded in wholesale lots (these prices are for sales in quantities of less than a carload or truckload).

Shipping Point reports--are issued from the areas where crops are grown. The reports show all rail shipments, and all available truck shipments. Prices quoted show what the grower or shipper receives for the produce in carload or truckload quantities, reported by method of sale.

Reports issued from Washington--include transportation reports which show rail and truck movements for all commodities, nationwide, an annual summary of produce prices, and honey and peanut market reports.

How You Can Get Market News Reports

Detailed market news reports are mailed free on request from terminal and shipping point market news offices. Select the reports you need from the lists on pages 4 through 9, and write the offices which issue them asking to be put on the mailing list. A post card will do.

If you don't need reports every day, copies can be mailed 3 times weekly, (Monday, Wednesday and Friday), Monday reports only, or the daily reports for the week all mailed on Friday.

Many newspapers, several hundred radio stations, and some TV stations carry market news information received from the Federal-State Market News Service. Check with the newspapers and broadcasting stations in your area for local information.

Understanding the Market Reports

Price ranges quoted generally cover the high and low prices on fruits and vegetables of good quality and condition.

Stock of exceptional quality, or of poorer than usual quality, is covered by quotations outside the principal range.

In using market reports, the reader must recognize the effect of variety, grade, size, quality, and condition on price.

Following are definitions of terms used by market news reporters in describing prices and market conditions:

MARKET means the opinions of buyers and sellers regarding prices which have resulted in sales. The market is described, in comparison with the day previous, as:

Stronger--when there are actual and general price advances.

Strong--when there is an upward trend with bullish sentiment that anticipates further advances.

Firm--when sellers show increasing confidence; prices are holding at the level of the day before or are a shade higher.

Steady--when there are no appreciable price changes or trends in either direction and no definite sentiment toward immediate market changes.

Dull--when there is relative market inactivity but no definite tendency toward market changes.

Unsettled--when there is uncertainty with a lack of agreement by the trade on whether there is a stronger or weaker tendency to the market--or when there is a waiting attitude pending the outcome of factors which might affect the market, such as storm damage or labor troubles.

Weaker--when there are actual and general price declines.

Weak--when there is a downward trend, with market sentiment that anticipates lower prices.

Demoralized--when the market is oversupplied and sales cannot be made except at very low prices. These descriptive words may be modified by such terms as slightly, about, barely, very, etc.

DEMAND--the desire for a commodity coupled with the ability and willingness to pay for it.

QUALITY--physical properties affecting market value, such as color, shape, texture, cleanness, freedom from defects.

CONDITION--factors which may change with time, such as maturity, decay, freezing injury, shriveling, flabbiness.

QUALITY AND CONDITION are described by the terms:

Good--stock which has a high degree of merchantability and a small percentage of defects.

Fine--better than good. Superior in appearance, color and other quality factors.

Fair--having a somewhat higher percentage of defects than good or a condition which warrants a price reduction as compared to good.

Ordinary--a fairly high percentage of defects or a heavy degree of off-condition.

Poor--having such a heavy percentage of defects or so badly off condition as to be salable only to low priced trade.

If there is any doubt as to what the published information represents do not hesitate to write or telephone local reporters for clarification for better understanding of market reports.

Telephone numbers will be listed either under U.S. Government or State government sections of the telephone book.

WASHINGTON, D.C. REPORTS MAILED FREE ON REQUEST

The following reports may be obtained by addressing U.S. Department of Agriculture, Fruit and Vegetable Division, Market News Branch, Washington 25, D.C.

Weekly

Weekly Summary of Fruit & Vegetable Shipments and Fruit & Vegetable Unloads, Peanut Reports

Semi-Monthly

Honey Report

Annual

Fruit & Vegetable Shipments by Commodities, States and Months (AMS-36)

Fruit & Vegetable Shipments by States, Commodities, Counties & Stations (AMS-41)

Fruit & Vegetable Unloads (three quarterlies issued & annual at end of year)

Unloads in Eastern Cities (AMS-427)

Unloads in Western Cities (AMS-428)

Unloads in Midwestern Cities (AMS-492)

Unloads in Southern Cities (AMS-493)

Fruit & Vegetable Unload Totals in 100 Cities (AMS-25)

Wholesale Prices of Fresh Fruits & Vegetables at New York City and Chicago & FOB Prices in Representative Shipping Districts (SB-285)

SHIPPING POINT FIELD OFFICES

Federal-State shipping point offices are operated cooperatively during the active marketing season-approximate dates shown each year. Reports may be obtained by addressing Federal-State Market News Service at the specific point during the indicated season of operation.

Albany, Ga. (Nov.-Jan.) Pecans
Bakersfield, Calif. P.O. Box 3005 (Yr. round) Fruits & Vegetables
Baton Rouge, La. Box 4184 Capitol Station (July-May) Strawberries, Sweetpotatoes & Vegetables
Belle Glade, Fla. P.O. Box 310 (Nov-June) Vegetables
Benton Harbor, Mich. P.O. Bldg. (June-Apr.) Fruits & Vegetables
Blythe, Calif. P.O. Box 51(Feb.-Mar.) Spring Lettuce (June) Melons (Nov.-Dec.) Fall Lettuce
Caldwell, Ida. (July-Sept.) Potatoes, Prunes
Columbia, S.C. Columbia State Farmers Market (Yr. round) Potatoes, Vegetables
East Grand Forks, Minn. (Sept.-Apr.) Potatoes
El Centro, Calif. P.O. Box 675 (Nov.-July) Vegetables & Melons
Elizabeth City, N.C. (June-July) Potatoes
Fresno, Calif. Room 3075, 2550 Mariposa Street (Yr. round) Fruits & Vegetables
Foley, Ala. (May-June) Potatoes
Hastings, Fla. (Apr.-June) Potatoes
Indio, Calif. (May-July) Grapes
Idaho Falls, Ida. 206 Federal Bldg. (Oct.-Apr.) Potatoes
Kennett, Mo. 711 First St. (Aug.) Watermelons
Lakeland, Fla. P.O. Box 191 (Sept.-June) Citrus
Little Rock, Ark. Room 112-A, 11th & Almont St. (May-Aug) Strawberries & Peaches
Lodi, Calif. (Aug.-Oct.) Grapes
Macon, Ga. Room 402 Grand Building (June-July) Peaches
Martinsburg, W. Va. P.O. Box 1112 (Aug.-Mar.) Peaches, Apples
Merrill, Ore. P.O. Box 280 (Oct.-Apr.) Potatoes
Onley, Va. (May-July) Strawberries, Potatoes & Vegetables
Phoenix, Ariz. 2202 W. McDowell Rd. (Aug.-July) Vegetables & Melons

Pompano Beach, Fla. P.O. Box 536 (Nov.-May) Vegetables

Presque Isle, Me. Federal Bldg. (Sept.-June) Potatoes

Princeton, Fla. U.S. #1 & 139th S.W. Ave. (Yr. round) Fruits & Vegetables

Raleigh, N.C., 302 Agricultural Bldg. (Apr.-Dec.) Strawberries, Vegetables

Riverhead, L.I., N.Y., 109 Sigal Bldg. (July-Mar.) Potatoes & Vegetables

Rochester, N.Y., 900 Jefferson Rd. (Aug.-May) Fruits & Vegetables

Sacramento, Calif., 1220 N St. (Yr. round) Deciduous Fruits, Dried Fruits, Olive Oil, Tree Nuts

Salinas, Calif., 502 Crocker-Anglo Bank Bldg. (Yr. round) Vegetables

Sanford, Fla. P.O. Box 1896 (Nov.-June) Vegetables & Watermelons

Santa Maria, Calif. (Yr. round) Vegetables

Spartanburg, S.C. (June-July) Peaches

Stockton, Calif., P.O. Box 1259 (Yr. round) Vegetables

Suffolk, Va. P.O. Box 1130 (July-Aug.) Watermelons

Thomasville, Ga., 225 Post Office Bldg. (June-July) Watermelons

Weslaco, Tex., P.O. Box 13 (Oct.-June) Vegetables & Citrus

Yakima, Wash., 235 Liberty Bldg. (Yr. round) Fruits & Vegetables

Yuma, Ariz., Star Dust Motel (Nov.-July) Vegetables & Melons

TERMINAL FIELD OFFICES ISSUING SHIPPING POINT REPORTS

The following terminal Market News Offices issue daily f.o.b. shipping point information on various commodities in season. Reports may be obtained by addressing Fruit & Vegetable Market News Service at the address shown on following pages.

*Baltimore, Md.	(May-Aug.) FV Auction Reports Salisbury, Md.
*Birmingham, Ala.	(June-July) Peaches, Central Alabama; Potatoes, Northeast Alabama
Boston, Mass.	(Sept.-Dec.) Cranberries, New England
*Chicago, Ill.	(Nov.-Dec.) Cabbage, Lettuce, Wisconsin
Dallas, Tex.	(June) Onions, North Texas
Denver, Colo.	(Aug.-Apr.) Potatoes, Gilcrest-San Luis Valley Onions, Arkansas Valley
	(June-Sept.) Lettuce, San Luis Valley
	(Aug.-Sept.) Peaches, Palisade
Los Angles, Calif.	(Yr. round) Oranges & Lemons, Southern & Central Calif.
	*(Dec.-June) Celery, Southern Calif.
	*(July) Potatoes, Southern Calif.
	*(July) Watermelons, Southern Calif.
Louisville, Ky.	(May-June) Strawberries, Kentucky-Indiana
	(Aug.-Sept.) Watermelons, Southern Indiana
*Minneapolis, Minn.	(July-Sept.) Vegetables, East Central Minn.
Philadelphia, Pa.	(Seasonal--Practically Yr. round) Miscellaneous Fruits and Vegetables Pa. & N. J.
Pittsburgh, Pa.	(Oct.-Mar.) Potatoes, Western Pennsylvania
Portland, Ore.	(Oct.-Mar.) Potatoes, Central Oregon
San Francisco, Calif.	(Apr.-Dec.) Strawberries, All California Districts

*Included in daily fruit and vegetable report.

TERMINAL MARKET FIELD OFFICES

*Baltimore 2, Md.
501 Appraisers Stores Bldg.
103 South Gay Street

*Birmingham 3, Alabama
1308 First Avenue, North

Boston 10, Massachusetts
Appraisers Stores Bldg.
408 Atlantic Avenue, Room 706

Chicago 7, Illinois
610 South Canal Street
Room 1060, U. S. Custom House

Cincinnati 2, Ohio
49 Central Avenue
Room 200

*Louisville 18, Kentucky
No. 1 Produce Terminal

*Minneapolis 1, Minnesota
110 South 4th Street
425 U. S. Courts & Office Bldg.

*New Orleans 12, Louisiana
Federal Office Bldg.
701 Loyola Avenue

New York 13, New York
346 Broadway
Room 621

*Philadelphia 6, Pennsylvania
2nd & Chestnut Street
604-F Custom House

Cleveland 15, Ohio
2640 East 37th Street

*Pittsburgh 6, Pennsylvania
501 Victory Bldg.
9th & Liberty Avenue

Dallas 2, Texas
708 Jackson Street
Room 407

Portland 5, Oregon
620 S. W. Main Street
312 U. S. Court House

*Denver 2, Colorado
19th & Stout Street
348 U. S. Custom House

St. Louis 1, Missouri
12th & Market Streets
942 U. S. Court & Custom House

Detroit 9, Michigan
7201 West Fort Street,
Room 53

*San Francisco 11, California
630 Sansome Street
727 U. S. Appraisers Bldg.

*Forest Park, Georgia
Georgia State Farmers Market
203 Administration Bldg.

*Seattle 4, Washington
909 First Avenue
228 Federal Office Bldg.

Kansas City 6, Missouri
1021 McGee Street
208 Continental Bldg.

Washington 25, D.C.
14th & Independence Avenue, S. W.
2060 Agriculture South Bldg.

*Los Angeles 21, California
784 South Central Avenue
300 Wholesale Terminal Bldg.

*Indicates Federal-State office operating under cooperative agreement. For local telephone listings, consult United States Government section of phone book.